

150 years



# News Release

## **Cosmetagora 2015: BASF presents trend-driven skin and color care solutions inspired by life**

- **Anti-aging face care concept “Beautiful Faces” translates consumer needs into tailored solutions**
- **Effect pigment collection “Color Trends 2016” helps customers to create solutions for next year’s beauty trends**

**Paris, France – January 13, 2015** – Having a clear insight into consumers’ needs and anticipating future trends are crucial for creating successful personal care products. At this year’s Cosmetagora exhibition, BASF showcases two new personal care solutions inspired by life: the anti-aging face care concept “Beautiful Faces” and “Color Trends 2016” – a trend-driven collection of effect pigments (booth 120-121).

### **“Beautiful Faces”: a needs-based anti-aging face care concept**

Looking young, attractive, and healthy is becoming increasingly important to consumers of all ages. The formulations comprised in BASF’s new concept “Beautiful Faces” enable personal care solutions that meet the universal desire for significant anti-aging effects, while allowing manufacturers to target very specific consumer needs. These were defined by means of a market research study and a validated typology system: Women who participated in the study in France that BASF conducted with TNS Infratest<sup>1</sup> were assigned to one of six groups in the typology system, based on their personality, emotional needs and purchase motivations. Each of the group’s descriptions reflects its

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<sup>1</sup> well-known institute for market and opinion research

predominant trait, from “Energetic”, “Perfect”, “Professional” and “Protected”, to “Authentic” and “Creative”. “We used the insights we gained from the study to develop anti-aging face care formulations that are tailored to meet the emotional and functional needs of the different consumer types,” explained Stéphane Lacoutière, Marketing Manager at Personal Care Europe. One example: The “Authentic Boost” formulation has been tailored by BASF to meet the specific needs of the “Authentic” consumer, who strives for natural, effortless beauty. This dry yet nourishing anti-aging oil contains natural-based ingredients and combines easy skin hydration with non-greasy, velvety smoothness.

### **“Color Trends 2016”: a journey through beauty trends**

To develop color care solutions that really resonate with consumers, BASF’s Personal Care business draws its inspiration for new products and concepts from real life and keeps a close eye on regional and global trends. Now, by analyzing cultural drivers in the global market place, BASF has identified the beauty trends that will become dominant in 2016: “Color Full”, “Ancient Wisdom”, “Woman of Power” and “Third Act”. “In 2016, we explore the concept of the Self and are empowered by our active participation in the world”, said Valérie Pian-Parison, Marketing Manager at Personal Care Europe. “The beauty trends we identified together with Fashion Snoops<sup>2</sup> all help to celebrate originality and the potential of individuality.” The “Color Full” trend, for example, attracts fun-loving, outgoing personalities who are active participants in the world. Accordingly, the relevant color palette features extreme, jolting colors balanced with black, white and metallic silvers. BASF is presenting its “Color Trends 2016” portfolio of effect pigments at this year’s show to help manufacturers leverage the market opportunities that are evolving with these upcoming trends.

### **About BASF’s Care Chemicals division**

The BASF division Care Chemicals offers a broad range of ingredients for hygiene, personal care, home care, industrial & institutional cleaning, and

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<sup>2</sup> leading consulting agency in trends, style and innovation based in New York

technical applications. We are the global leading supplier for the cosmetics industry as well as the detergents and cleaners industry and support our customers with innovative and sustainable products, solutions and concepts. The division's high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients, pigments and UV filters. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available on the Internet at [www.care-chemicals.basf.com](http://www.care-chemicals.basf.com).

### **About BASF**

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).